

Customer Feedback And Review Management Workflow



▶ Start

Start of the Workflow/Process.

📦 1. Fetch New Customer Feedback

Retrieve all new entries from the Feedback Data Model that have not yet been processed.

✍️ 2. Update Feedback Status

Change the status of the retrieved feedback entry to 'In Review'.

🔗 3. Calculate Average CSAT Score

Calculate the average Numerical Satisfaction Score from all feedback entries in the current month.

⚙️ 4. Determine Sentiment Score

Execute a formula to weigh the text sentiment analysis score against the star rating.

📝 5. Assign Review to Support Manager

Create a task for the Support Manager to investigate any feedback with a rating below 3 stars.



📌 **6. Create Content Task for Market...**

Create Content Task for Marketing

🔧 **7. Create Internal Action Item**

Create a new entry in the 'Internal Improvements' data model based on negative feedback findings.

✉️ **8. Send Apology Email**

Send an automated email to the customer if the feedback score is critically low.

✉️ **9. Send Thank You Email**

Send a thank you email to the customer for providing a positive review.

📱 **10. Urgent Alert SMS**

Send an SMS to the Product Owner if a 'Critical' severity bug is identified in the feedback.

✍️ **11. Close Feedback Loop**

Update the original feedback entry status to 'Resolved' once the customer has been contacted.

📄 **12. Monthly Sentiment Report**

Generate a monthly performance report summarizing all processed feedback and satisfaction trends.

🗑️ **13. Cleanup Spam Entries**

Delete entries identified as spam or duplicate submissions from the Feedback Data Model.

✅ **End**

End of the Workflow/Process.